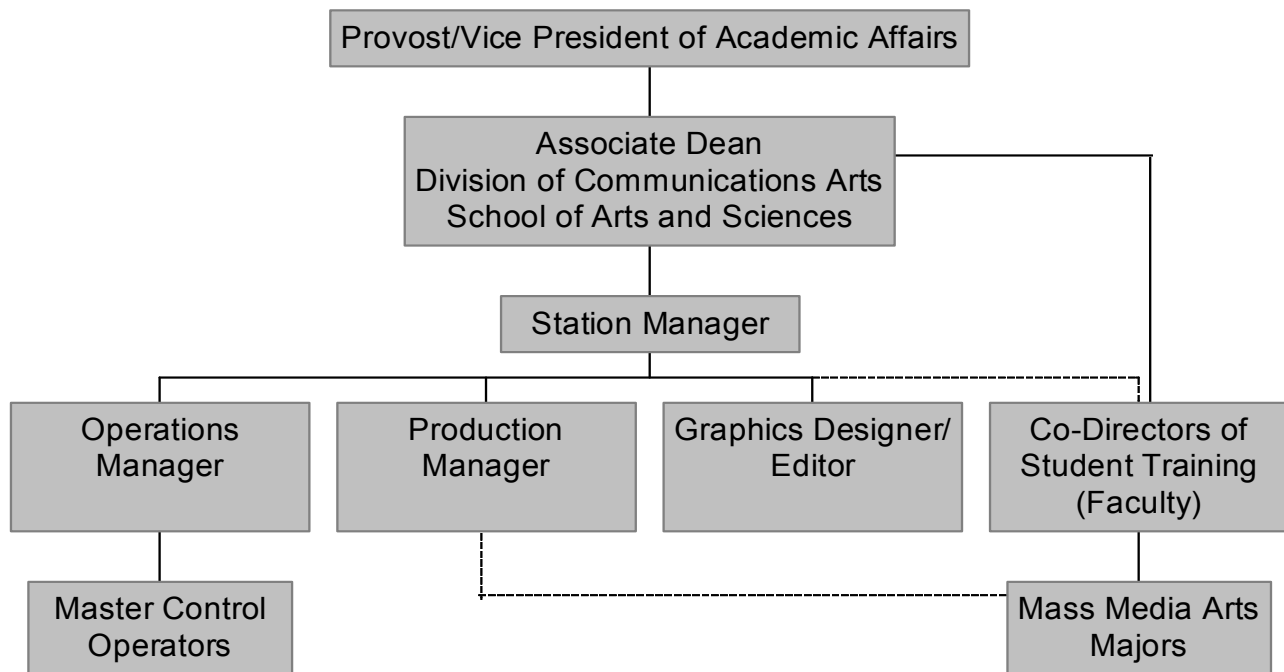


CAU-TV Analysis

B. Analysis

Authority structure

Clark Atlanta University CAU-TV



Funding Structure

Since CAU-TV's inception in 1984, Clark Atlanta University has assumed all fiscal responsibility for the Station. This includes funding for personnel, equipment purchase and maintenance, office supplies, printing and duplication, telephone service, etc. In addition, the University provides the physical facilities and the necessary infrastructure to operate the Station.

Mission Statement

CAU-TV's mission is twofold: to provide quality educational and informative programming to the local community and to serve as a hands-on broadcast training facility to more than 900 communications majors in the Atlanta University Center (AUC).

Intended Audience

CAU-TV broadcasts to approximately 80,000 Comcast cable customers located within the City of Atlanta. More specifically, as the University level educational access channel, programming is generated by the Station's staff and Mass Media Arts majors in the Atlanta University Center (AUC), as well as student producers from local colleges and universities and independent producers from the community. The target audience is college students faculty, staff, and constituents of the City of Atlanta.

Governance Structures

CAU-TV operates under the auspices of Clark Atlanta University, which received the channel designation from the City of Atlanta. The Station Manager reports to the Associate Dean, Division of Communications, School of Arts and Sciences, and the University reports to the Telecommunications Manager of the City of Atlanta.

Programming/Content

CAU-TV has three primary programming sources: station and student produced programs, independently produced programs, and the Annenberg/CPB satellite feed. The Station airs original programming of cultural, historical, informational, and educational value. These programs include public affairs, news, sports and entertainment programs produced by the Station's staff, students, and independent producers. The Annenberg programming feed consists of educational programming generated by the Corporation of Public Broadcasting (CPB) and other educational and private agencies, thus allowing the Station to fulfill its mission of providing educational programs. AUC seminars, lecture series, and other special events also serve as sources of quality programming for the Station.

Additionally, through partnerships with educational and community agencies such as WATL, Atlanta's WB, Fulton County Parks and Recreation, and the Georgia Association of Black Women Attorneys (GABWA), various collaborative partnerships are forged to produce programs, which provide information to the community. Mass Media Arts majors participate in all facets of the television production process to become competent professionals equipped to meet the rigorous demands of media industries. Recognizing the importance of hands-on training, students are provided unique opportunities to write, produce, edit, and direct television programs. Student-driven programs enhance the breadth and depth of their academic preparation by enabling them to understand and appreciate all aspects of television production. Signature student programs include: *News Center*, *Nothin' But Sports*, and *In the Corner*.

Programming Procedures/Allocation

CAU-TV's Station Manager generates the program schedule. The CAU-TV staff provides oversight of program content and quality. Independently produced programs are reviewed and the staff identifies those that will be aired based on quality and content.

Budget

Clark Atlanta University allocates an annual budget for the operation of CAU-TV. This includes funding for the Station's full-time and part-time staff, equipment purchase and maintenance, office supplies, printing and duplication, telephone service, etc. In addition, the University provides the physical facilities and the necessary infrastructure to operate the Station.

Staffing

Currently, the staff of CAU-TV consists of the Station Manager, Operations Manager, Production Manager, Graphics Designer/Editor, and two part-time master control operators. Mass Media Arts majors serve as production crews for all CAU-TV productions.